



MERCURYADS.COM + MERCURY ADVERTISING
22 S. Grand + Bozeman, Montana 59715 + 406.586.2280 + fax: 406.586.2685

MEDIA PLAN

CLIENT: BOZEMAN CVB
DATE: DECEMBER 3, 2008
PROJECT: FY08 WARM SEASON CONSUMER ADVERTISING - CO-OPS
JOB #: BCVB-080005
PAGE: 1 OF 1

Campaign Overview	Cost	Impressions
Print Total	\$3,686.45	400,000
Internet Total	\$4,291.00	1,977,200
Total Cost	\$7,977.45	2,377,200
Total CPM	\$3.36	



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Print Options

PUBLICATION	ISSUE DATE	COST	CIRCULATION	AD SIZE	CLOSING DATE	MATERIALS DUE	CPM	EDITORIAL/COMMENTS
Audubon	March/April Issue	\$3,686.45	400,000	1/6 Page and Reader Service	19-Dec	2-Jan	\$9.22	Includes brochure reader service listing and mention in Travel Montana written advertorial
Total Print		\$3,686.45	400,000				\$9.22	



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Online Options

SITE	DATE	LOCATION	COST	IMPRESSIONS	CPM	SIZE/NOTES
Budget Travel Email Co-op	March 11, 2009	Direct Email to opt-in subscribers	\$2,016.00	375,000	\$5.38	Image, copy and linking URL
nationalgeographic.com pre-roll video	March 1 - August 30, 2009	Pre-roll :15 video to site's video content	\$980.00	25,000	\$39.20	:15 Pre-roll video
<i>Total Online</i>			\$2,996.00	400,000	\$7.49	



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SITE	DATE	DESCRIPTION AND LOCATION	COST	ESTIMATED CLICKS	CPC	ESTIMATED IMPRESSIONS
allglacier.com	March 1, 2009 - July 31, 2009	Frontpage Thumbnail Photo Listing	\$25.00	100	\$0.25	110,000
jacksoneholewy.net	March 1, 2009 - July 31, 2009	Lodging Section Listing	\$0.00	200	\$0.00	16,100
allredlodge.com	March 1, 2009 - July 31, 2009	Frontpage Sidebar Listing	\$75.00	165	\$0.45	82,000
westyellowstonenet.com	March 1, 2009 - July 31, 2009	Frontpage Thumbnail Photo Listing	\$45.00	100	\$0.45	310,000
aroundyellowstone.com	March 1, 2009 - July 31, 2009	Listings in Family Vacations and Summer Vacations, Homepage Box Ad	\$75.00	165	\$0.45	24,100
yellowstoneparknet.com	March 1, 2009 - July 31, 2009	Sidebar Listing and YNP Spotlight Listing	\$1,075.00	2,140	\$0.50	1,035,000
<i>Total Online</i>			\$1,295.00	2,870	\$0.45	1,577,200